

NO. 233 SEPT. 1982

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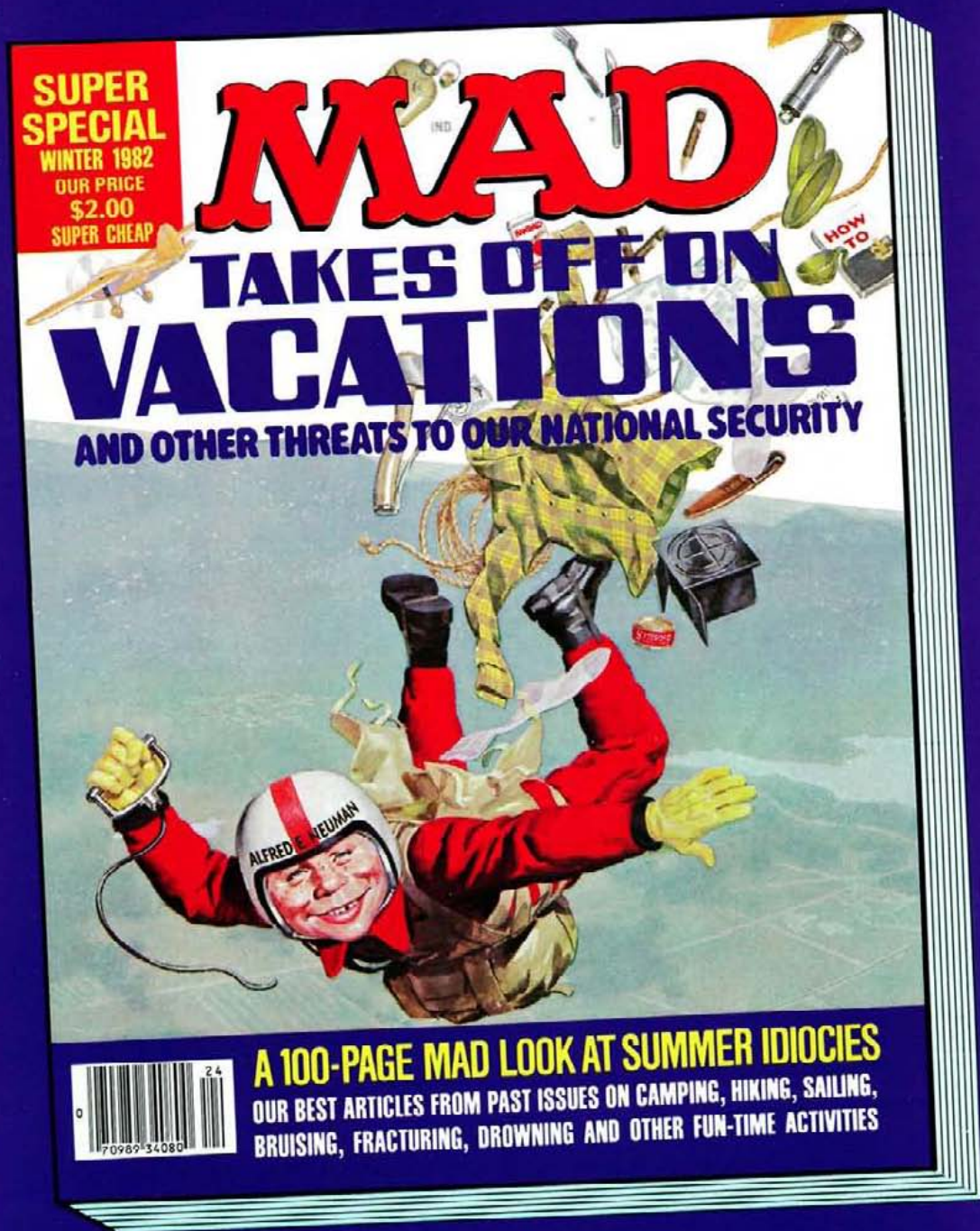
MAD

VIDEO GAME STAR
IRVING PAC



MAN OF THE YEAR

JUST WHEN YOU THOUGHT IT WAS SAFE
TO GO BACK TO YOUR NEWSSTAND...
THE MAD SHARKS PUT THE BITE ON YOUR WALLET AGAIN WITH



IT'S ON SALE NOW...SO WHY NOT MAKE IT JAWS!?!



"Money still talks these days! Trouble is, you have to increase the volume a lot!"—Alfred E. Neuman

WILLIAM M. GAINES publisher **ALBERT B. FELDSTEIN** editor

LEONARD BRENNER art director **TOM NOZKOWSKI** production

NICK MEGLIN senior editor **JOHN FICARRA** associate editor

GLORIA ORLANDO, CELIA MORELLI subscriptions

JACK ALBERT lawsuits **ANNE GRIFFITHS** logistics

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 10 issues \$9.75. Outside U.S.A.: 10 issues \$11.25. Entire contents copyright © 1982 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address changes to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

**NOW
STARRING
AT THE
WHITE
HOUSE
Pg. 4**



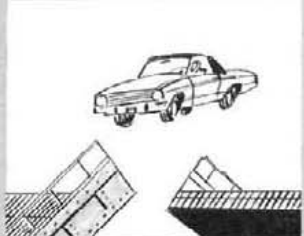
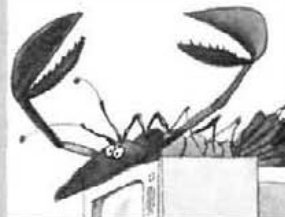
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WHY KILL YOURSELF?



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LAST ISSUES AT THE NEWSSTAND?

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If you want to take three months or more to pay off other stuff you buy, that's okay with us! But if you want these full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, suitable for framing or lining bird cages or wrapping fish or whatever, you gotta pay cash! Just mail \$5.15 for 27 or \$10.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



LETTERS DEPT.



"MAD'S ACADEMY AWARDS"

Mort Drucker and Stan Hart deserve an award for their version of the Academy Awards.

Lenny Kitzen
Canton, OH

I guess doing "MAD's Academy Award Show" saved you the trouble of doing countless satires of yecch stuff like "Mommie Dearest" etc.

John L. Clash
Baltimore, MD

I really enjoyed MAD's version of the Academy Awards but I was surprised that Pia Zadora was not mentioned. What's the matter, didn't "Pia promoter Riklis" tickle your money bone?

Mary Rye
Nashville, TN

GUN SHOTS

Personally, I think your article "MAD Visits A Local Gun Club Picnic" isn't true at all. You're treating people with guns as if we were crazy maniacs and giving us a bad reputation. I'm warning you. If you ever do it again, I'll shoot you!

Jacques Cyr
New Brunswick, CANADA

Your "Visit To A Local Gun Club" was right on target. I should know. I work at one.

Scott Somohano
Monroe Twp. NJ

In "MAD Visits A Local Gun Club Picnic", Larry Siegel and Jack Davis proved that they have a license to kill humor.

Kevin Roberts
Newton, MA

You at MAD exposed your immoral ignorance with your gun club picnic article. If you believe that gun control will work, then please tell me why John Lennon, Ronald Reagan and the Pope were all shot in places where guns have been banned or controlled for years! This country is doomed if fools like you do not wake up and realize that it is the criminal that must be punished and not the "guns" or the law-biding citizens.

Erik Michels
Huntington Beach, CA

FIRST HINT OF IMPEACHMENT?

As a college student, I have plenty of reason to hate President Reagan. As the billpayer, so does my father. Your "Reagan's Gettysburg Address" was so direct, we couldn't agree with you more. I'm glad MAD has the guts to blast the idiot the American public elected to its highest office, and I hope you continue in the future. That's why I'm renewing my subscription.

Sonalo Reyes
West New York, NJ

"HILL STREET BLUES"

Your "Swill Street Blues" was really swilly!

David Jerry
Occanside, NY

Just wanted to let you know that I enjoyed your spoof of "Hill Street Blues"—even if you did have me wearing a woman's negligee and carting my girlfriend around wrapped in linoleum! Cheers!

Daniel J. Travanti
"Hill Street Blues"
Studio City, CA



"Hill Street Blues" Captain
Daniel J. Travanti And MAD

I am sick and tired of seeing myself portrayed in one silly way after another in your inferior publication. First, you mocked my highly-sensitive performance in "Altered States". Now you're making fun of my poor Officer Renko, who has endured death, rejection and having to work with a former U.C.L.A. basketball star as a partner. Enclosed please find a photo of the guy I am bringing down to deal with you creeps! Thanks for nothing!

Charles Haid
"Hill Street Blues"
Studio City, CA



Charles "Renko" Haid (180 lbs.)
With His Pal "Clyde" (247 lbs.)

SUPER IDEA

You guys blew it! You should have called your latest Super Special on Advertising "MADvertising!"

Sloane and Kyle Polillo
Philadelphia, PA

WHAT DISC JOCKEYS SAY...

I loved your article, "What Disc Jockeys Say... And What They Mean." Of course, when you clods wrote, "HE," you actually meant, "SHE!" Am I right? We are out here!

Joy V. Vander Lek
WAMS
Wilmington, DE

When a D.J. says, "My favorite magazine is MAD," what he really means is, "I don't make enough money to buy Playboy or Penthouse!"

Stu Wright
WORG
Orangeburg, SC

As a starving, underpaid, over-talented nighttime disc jockey in the metropolis of Mansfield, Ohio, my feeling is that you must have had your sneaky staff bug D.J.s all over the country to get "the other side of the story."

Mike Patrick
WMAN
Mansfield, OH

I really and truly loved your article "What Disc Jockeys Say... And What They Mean." My only problem is with what you said on the credit line, and what you really meant to say. What you meant to say was "Writer: Dick De Bartolo, Idea: Dean Fiora!" Wake up you guys!

Dean Fiora
Manchester, CT

Ooops! Sorry about that! But we did remember to pay you!—Ed.

"TV GUIDE"

I'd rather watch the programs listed in your version of the "Truly Honest And Informative Listings In TV Guide" than the crap they're showing on the boob-tube now. Good job!

Lisa Verigin
Escalon, CA

Tom Koch should be writing TV Guide. His selections were hilarious!

Brendan Meagher
Thornwood, NY

My brothers and I liked your TV Guide article so much we had a "Family Feud" over it to see who would get to read it first. I finally had to beat up "The Little Rascals" and send them to "General Hospital." After I finally read it I said "That's Incredible!" No Name (but a good letter!)

HIDDEN MOTIVES??

I have finally figured out why you guys print some of the letters you receive from your readers. A few months back you printed a letter I sent you. My parents went out and bought a few more copies of the issue to send to relatives, friends, etc. You make more money that way! What a cheap trick!

Katie Smith
Yuma, AZ

We got you again, kiddo!—Ed.

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CAN YOU SPOT THE WEIRDO?

In today's world, it's not easy! There are so many of them! Like the kind that read book ads like this one and then don't respond to them immediately! Aren't you glad you're not one of those people?! We are!! But we must warn you! Even if you do respond to this ad and send for this book or buy it at your bookstand, we cannot guarantee you won't spot one of your other weirdo traits reading—

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The MAD WeIRDO Watcher's Guide

Written by Tom Koch • Illustrated by Jack Rickard



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- ☐ The Non-Violent MAD
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- ☐ The Pocket MAD
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- ☐ The Vintage MAD
- ☐ Hooked on MAD
- ☐ The Cuckoo MAD
- ☐ The Medicine MAD
- ☐ A MAD Scramble
- ☐ Swinging MAD
- ☐ MAD Overboard
- ☐ MAD Clowns Around
- ☐ The MAD Treasure Chest
- ☐ MAD Sucks
- ☐ SuperMAD
- ☐ Abominable Snow MAD

- ☐ MAD About The Buoy
- ☐ MAD for Kicks
- ☐ The Uncensored MAD
- ☐ Pumping MAD
- ☐ MAD Horses Around
- ☐ The Eggs-Rated MAD
- ☐ A MAD Carnival
- ☐ The Explosive MAD
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- ☐ ARAGONES MAD-ly Yours
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- ☐ MAD Survival Handbook
- ☐ History Gone MAD
- ☐ The MAD Worry Book
- ☐ MAD Stew
- ☐ The Sound of MAD
- ☐ EDWING Bizarre Bazaar
- ☐ EDWING Book of Almost Superheroes
- ☐ Clod's Letters to MAD
- ☐ PORGES How Not To Do It

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So you really think that just because Ronald Reagan became President, he gave up acting?! Well, shows how much you know!! Because once an actor, always an actor! It's kinda like herpes! And now that he IS President, instead of waiting around

**RONALD
REAGAN**

NOW STARRING

...as "Hamlet"...

To tax...?
Or not to tax?
That is the
question!

Whether 'tis
better to relieve
the poor man's
suffering...

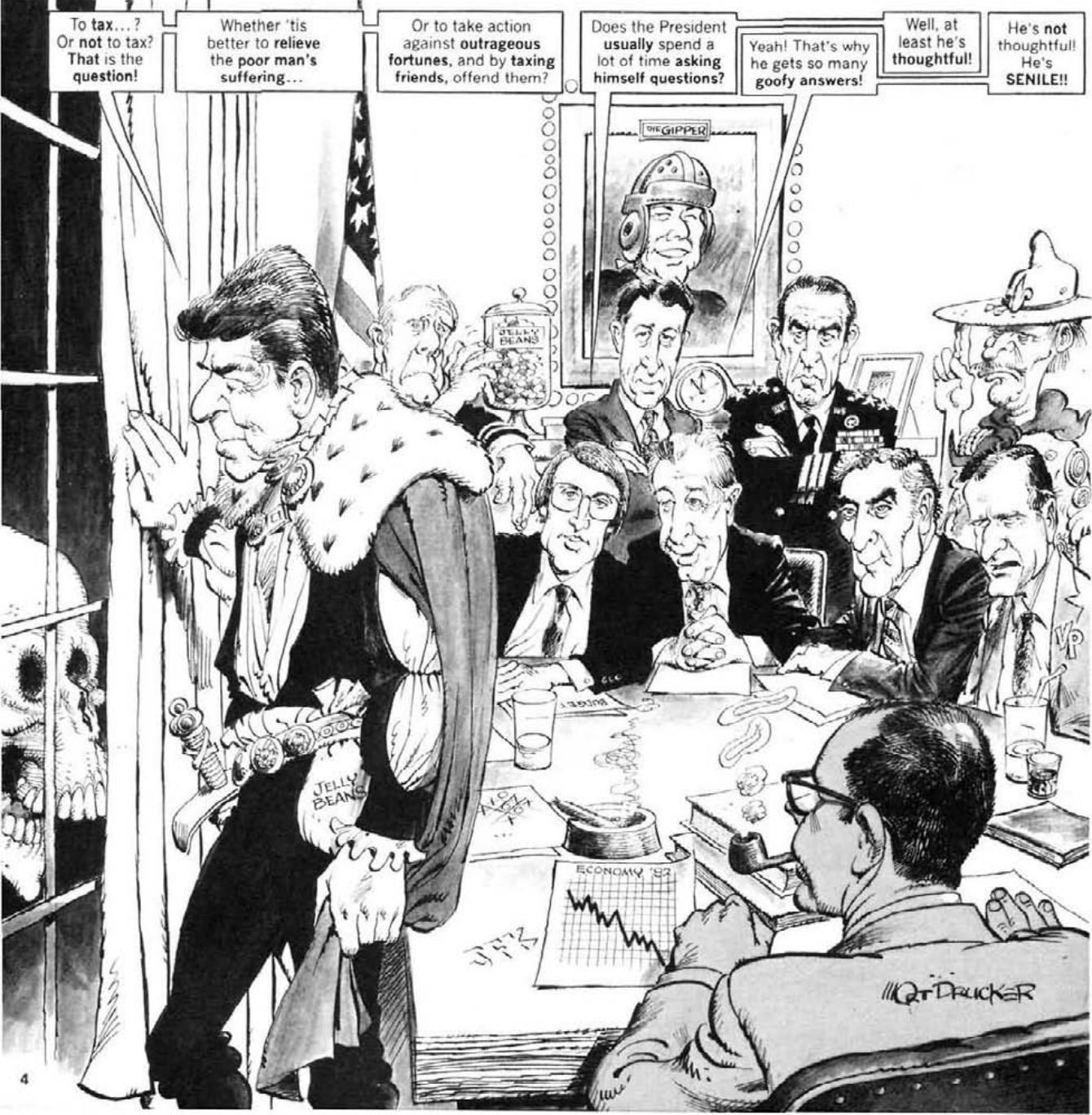
Or to take action
against outrageous
fortunes, and by taxing
friends, offend them?

Does the President
usually spend a
lot of time asking
himself questions?

Yeah! That's why
he gets so many
goofy answers!

Well, at
least he's
thoughtful!

He's not
thoughtful!
He's
SENILE!!



for a great role like "Bonzo's Pal" to come along, Ronnie can play any role that he wants. In fact, we here at MAD have detected him playing many famous, sought-after parts since he took office. Here are just few we've observed...with...

G AT THE WHITE HOUSE

ARTIST: MORT DRUCKER WRITER: STAN HART

...as Ron Corlione... in "The Godfather"...



...as Ron Quixote... in "Man Of La Mancha"...



...as "Robin Hood"...



...as "Peter Pan"...



...as "The Exorcist"...



...as Moses... in "The Ten Commandments" ...



...as Merlin... in "Camelot" ...



...as Scrooge... in "A Christmas Carol" ...



...as Simon Legree... in "Uncle Tom's Cabin"...



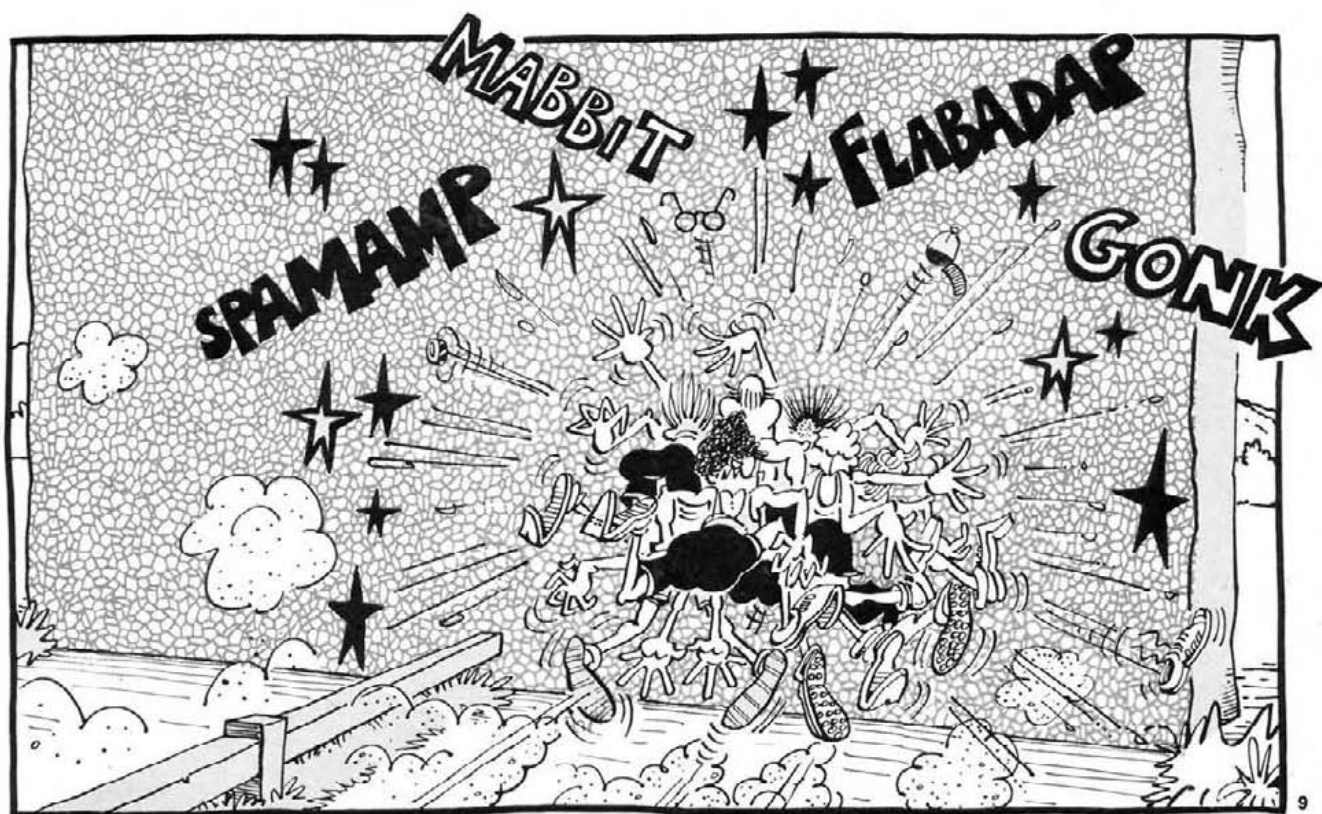
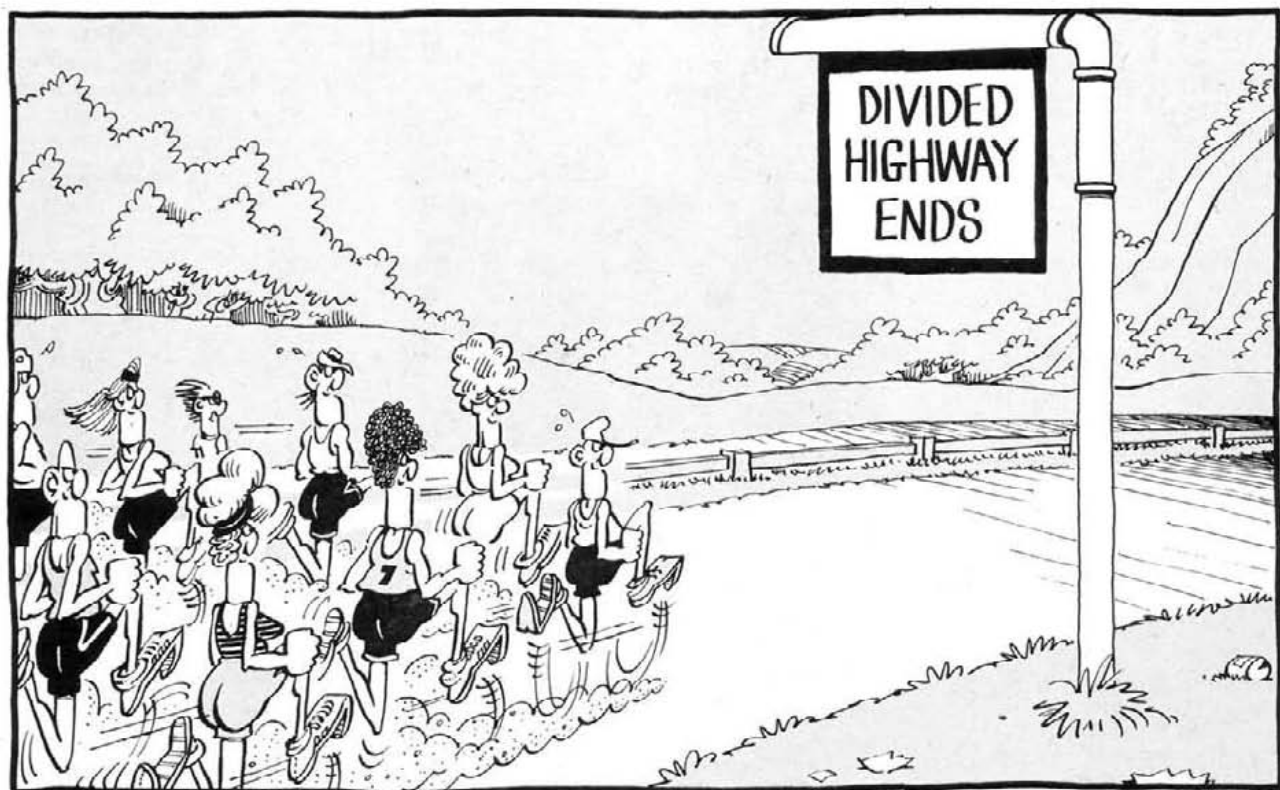
...as "Dr. Jekyll And Mr. Hyde"...



...as What's-His-Name in "Apocalypse Now"...



LAST YEAR AT THE FREENSVILLE MARATHON



THE SECOND EDITION OF THE MAD OVERRAT



VAMPIRES
are overrated



WEREWOLVES
are underrated



FRISBEES
are overrated



BOOMERANGS
are underrated



MIAMI BEACH
is overrated



PHILADELPHIA
is underrated
(BUT NO ONE WILL EVER KNOW)

SPORTSCASTERS
are overrated



WEATHER FORECASTERS
are underrated



POLITICIANS
are overrated



**PEOPLE WHO HAVE TO
LIVE WITH POLITICIANS**
are underrated



A SMASH
is overrated



A LOB
is underrated



ED UNDERRATED BOOK

WRITER: FRANK JACOBS PHOTOS BY U.P.I.

A STUFF
is overrated



A STEAL
is underrated



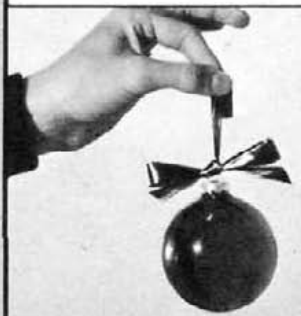
AVALANCHES
are overrated



TIDAL WAVES
are underrated



CHRISTMAS TREE DECORATIONS
are overrated



THE TREE ITSELF
is underrated



BOWLING
is overrated



BOCCI
is underrated



MICROWAVE OVENS
are overrated



POTBELLED STOVES
are underrated



COKE
is overrated



ICE WATER
is underrated



SUPERMARKETS
are overrated



PUSHCARTS
are underrated



JOGGING
is overrated



INDOLENCE
is underrated



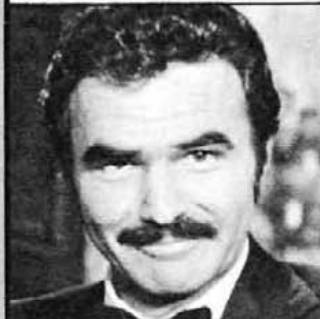
CAVIAR
is overrated



CHOPPED LIVER
is underrated



PERSONALITY
is overrated



CHARACTER
is underrated



FRENCH POODLES
are overrated



ENGLISH SHEPDOGS
are underrated



(BUT IMPOSSIBLE TO KEEP CLEAN!)

CHEWING BUBBLEGUM
is overrated



CHEWING TOBACCO
is underrated



(BUT DISGUSTING!)

MARRYING A DOCTOR
is overrated



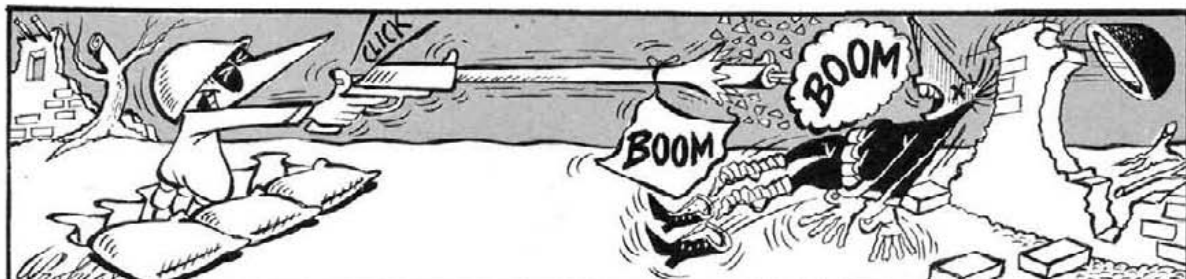
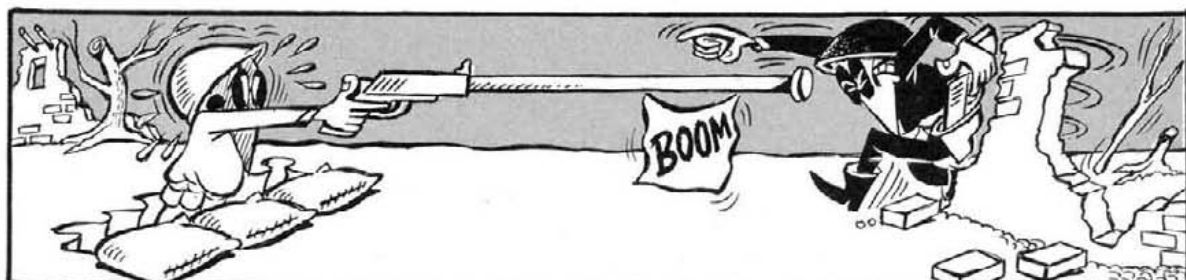
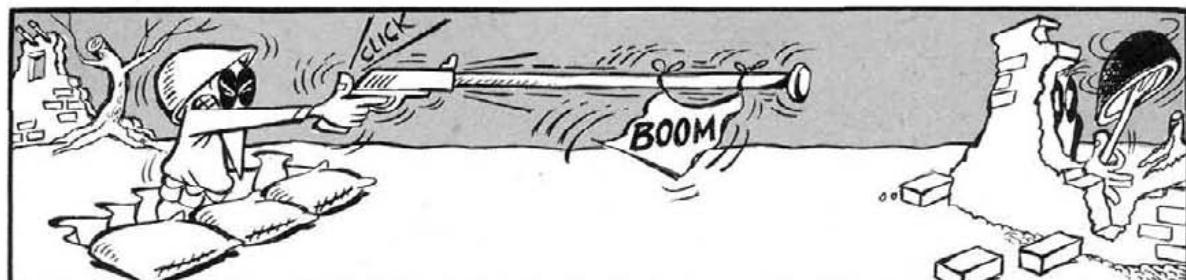
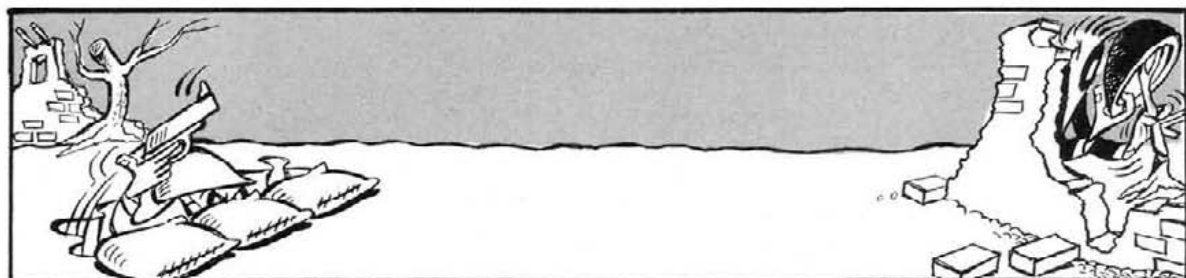
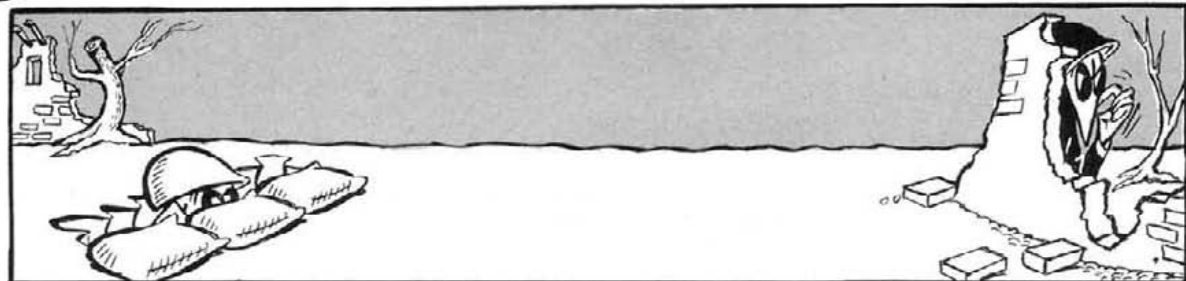
MARRYING AN ACCOUNTANT
is underrated

(BUT BORING!)

FINE ARTISTS
are overrated



MAD ARTISTS
are underrated




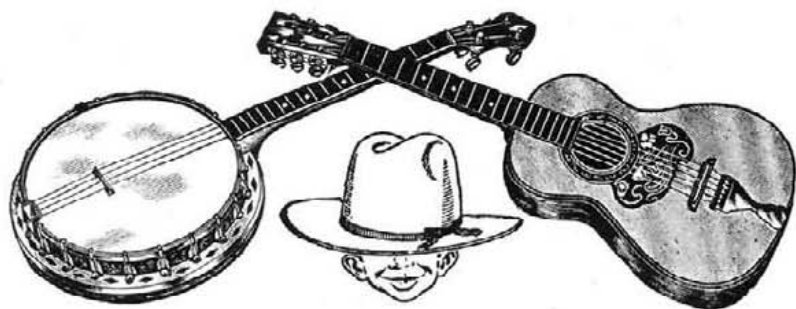
One of the biggest items in Pop Music today is the Country-Western song. In case you've ever had the wish to write one, it's really not that dif-

MAD'S ALL INCLUS

COUNTRY WESTERN SONG



I met her _____ ① _____ ② _____ ;
 I can still recall _____ ③ _____ she wore;
 She was _____ ④ _____ ⑤ _____ ;
 And I knew _____ ⑥ _____ ;
 _____ ⑦ _____ I'd _____ ⑧ _____ forever;
 She said to me _____ ⑨ _____  _____
 But who'd have thought she'd _____ ⑩ _____ ⑪ _____ ;
 _____ ⑫ _____ goodbye.



1.

on the highway
 near Altoona
 outside Fresno
 in Sheboygan
 on probation
 at the truck-stop
 in a nightmare
 in a jail cell
 in the Stone Age
 in a tree-house
 in a gay bar
 incognito

5.

in the twilight
 but I loved her
 by the off-ramp
 near Poughkeepsie
 with her cobra
 when she shot me
 on her elbows
 next to Murray
 with Miss Piggy
 with a wetback
 screamin' "May Day!"
 in her muu-muu

9.

our love would never die
 there was no other guy
 man wasn't meant to fly
 that Nixon didn't lie
 her basset-hound was shy
 that Roloids made her high
 she'd have a ham on rye
 she loved my one blue eye
 her brother's name was Sy
 she liked "Spy Versus Spy"
 that "Taxi" made her cry
 she couldn't stand my tie

ficult. In fact, as you'll find out below, it's a snap. Simply fill in the numbered blanks from the corresponding numbered lists, and you have

I'VE DO-IT-YOURSELF

2.

in September
at MacDonalds
ridin' shotgun
wrestlin' gators
all hunched over
poppin' uppers
sort of pregnant
with a jogger
stoned on oatmeal
with Merv Griffin
dead all over
hustlin' Martians

3.

that purple dress
that little hat
that burlap bra
those training pants
the stolen goods
that plastic nose
the Stassen pin
the neon sign
that creepy smile
the hearing aid
the orange toupee
the boxer shorts

4.

sobbin' at the tollbooth
drinkin' Dr. Pepper
weighted down with Twinkies
breakin' out with acne
cramlin' through the prairie
smellin' kind of funny
crashin' through a guardrail
chewin' on a hangnail
talkin' in Swahili
drownin' in the quicksand
quotin' Al Pacino
slurpin' up linguini

6.

no guy would ever love her more
that she would be an easy score
she'd bought her dentures in a store
that she would be a crashing bore
I'd never rate her more than "4"
they'd hate her guts in Baltimore
it was a raven, nothing more
we really lost the Vietnam War
I'd have to scrape her off the floor
what strong deodorants were for
that she was rotten to the core
that I would upchuck at the door

7.

I promised her
I knew deep down
She asked me if
I told her shrink
The judge declared
My Pooh Bear said
I screamed in pain
The painters knew
A Klingon said
My hamster thought
The blood-test showed
Her mantra said

8.

stay with her
warp her mind
swear off booze
change my sex
punch her out
live off her
have my rash
stay a dwarf
hate her guts
pick my nose
play "Go Fish"
salivate

10.

run off
wind up
boogie
yodel
sky-dive
turn green
freak out
blast off
make it
black out
bobsled
grovel

11.

with my buddy
in my Edsel
on a surfboard
on "The Gong Show"
with her dentist
on her "Workmate"
with a robot
with no clothes on
at her health club
in her Maytag
with her guru
while in labor

12.

You'd think at least that she'd have said
I never had the chance to say
She told her fat friend Grace to say
I now can kiss my credit cards
I guess she was too smashed to say
I watched her melt away and sobbed
She fell beneath the wheels and cried
She sent a hired thug to say
She freaked out on the lawn and screamed
I pushed her off the bridge and said
But that's the way that pygmies say
She sealed me in the vault and said

DATING



S-EYE VIEW DEPT

THE LIGHTE

RAIN



COOKING



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

PACKAGED FOODS



Howk
Howk
Howk

UFO'S

I think I saw a
FLYING SAUCER
last night!

Do you **really**
believe in
that bunk?!?

Of course I do! There are billions
of stars out there in the universe!
I believe that this isn't the only
planet with an **intelligent life**
form! I believe that flying saucers
have been **observing us** for years!!

I believe their
plan is to **contact**
our **responsible**
leaders!

Then... why
haven't they
done it up
to now!?!?

Probably because they
haven't found any!!



DOCTORS

I've run tests and I've
examined you thoroughly!
I find that you're anemic
and generally run down!

What do
you think
I ought to
do, Doctor?

Cut out the **HEALTH FOODS**!!



CRITICISM

Gee, Dad! You ought to
see that new kid who
moved in next door!
He's as big as a house!!

There you
go...
exaggerating
again!!



PROMISES

Holy cow! Look at the size
of that **DOG**!! Let's get
the heck **OUT** of here!!

ARE
ARE

Hey! Aren't you the
guy who swore he'd
face **DEATH** for me!?

Sure,
I did!!

But **THAT** dog **AIN'T** DEAD!!



ADVICE



PATERNAL CONCERN



HOSPITALS



DIETS

I'm on a diet... and I'm **STARVING!!** All I can think about is **FOOD!!**

The answer is: **Don't think about food! Don't talk about food! Wipe food completely from your mind!** Then, you won't be hungry any more!

I'm doing it!! I—I think it's **working!!**

see that?!

You've got it licked! From here on in, it's all **peaches and cream!**



FEAR

Hey!! What are you doing **out of bed?!**

I'm afraid there's a **boogeyman** in my room!!

How many times do we have to tell you! There's **no** such thing as a boogeyman!

Oh, yeah?! Then how come we have all those **LOCKS** on the doors?!



EATING

Boy... am I **hungry!**

Me, too! I'm so hungry, I could eat a **horse!!**

I'm so hungry, I could eat a **rhinoceros!!**

I'm so hungry, I could eat an **elephant, trunk, tusks and all!!**

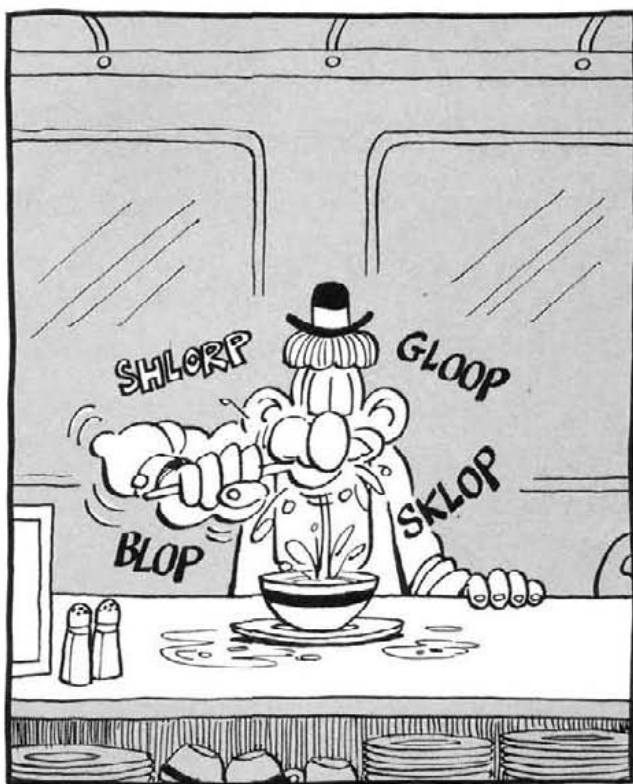
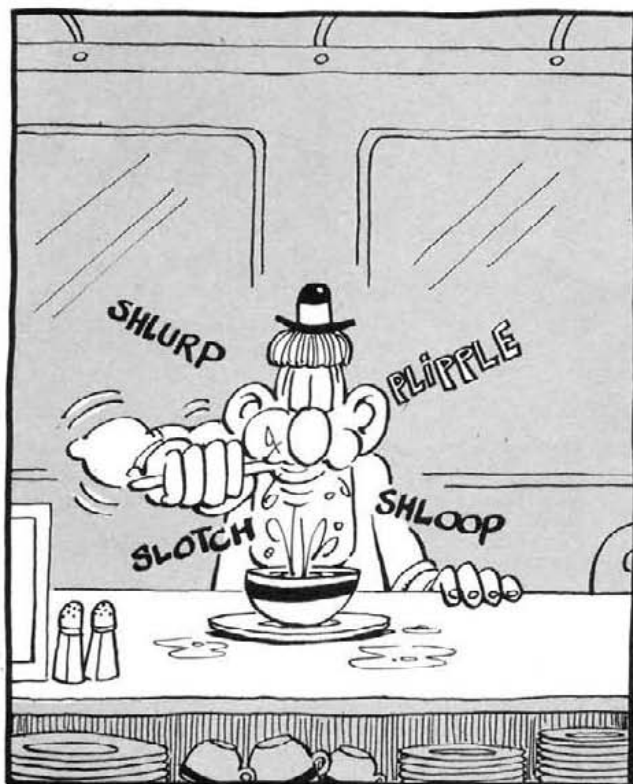
What would you like, Miss?

Nothing, thank you! I just lost my **appetite!**



David Berg

LAST WEEK IN A FREENSVILLE DINER



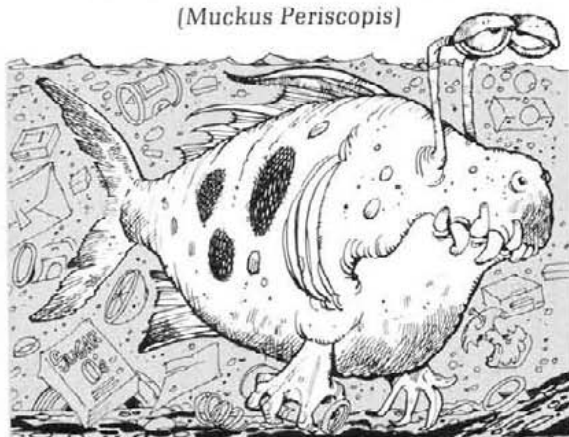
D. MARTIN

Scientists are constantly telling us that our messed-up environment is threatening to wipe out all of our wildlife. What they are failing to take into account is that animals, fish and birds are adaptable creatures, and will find ways to survive as we contaminate their air, pollute their waters and destroy their forests. So let's look ahead to what we'll find a hundred years from now, as MAD previews—



THE SPOTTED JUNKFISH

(Muckus Periscopis)



The Spotted Junkfish swims through waters polluted with chemicals and filled with debris from industrial plants. Twin periscopic eyes extend above the surface, enabling him to see where he is going. He makes use of two claw-like fins which grasp, then toss to one side, objects in his path such as floating bottles, cartons and the like. Anything the Spotted Junkfish misses with his claws will bounce off his thick, protective rubbery skin. He is the only species of fish remaining in our lakes and rivers.



The Spotted Junkfish makes his home in discarded oil drums resting on the bottom of lakes and streams.



With his powerful teeth he feeds mostly on plastics, especially styrofoam which is his favorite delicacy.

A 21ST CENTURY AMERICA

THE GIANT SCRAPTOAD

(Junkus Digestus)



This secretive creature makes his home in scrap piles and junkyards. The Scraptoad is rarely seen, although one can hear him gnawing and chewing throughout the night. His remarkable digestive system allows him to take nourishment from steel, aluminum and tin cans. At dawn each day, he disappears, leaving neat piles of square-shaped droppings. Because of their high metallic content, these "droppings" are valuable as building materials. Which is why, in many areas, the Scraptoad has been declared a protected species.



The Scraptoad extends his tongue to snap up small objects such as nuts, bolts, screws and transistor parts.



Because he contains so much metal (a mature Scraptoad weighs 75 pounds), he hops—but only when necessary.

NTURY GUIDE TO CAN WILDLIFE

ARTIST: BOB JONES

WRITER: FRANK JACOBS

THE OILY TERN

(*Petroleumus Oceanus*)



Wherever there is an oil spill, you will find the Oily Tern, thriving by the thousands in the sludge and goo. At birth, his joints are stiff, his feathers are dry and brittle, and his bill is sealed shut. Therefore, he requires a constant diet of oil to lubricate his wings and allow him to open his beak. Since he lives mostly in hot climates, the oil protects him from the sun's harsh rays. Oily Terns change nesting sites at will, depending on the oil tanker traffic.



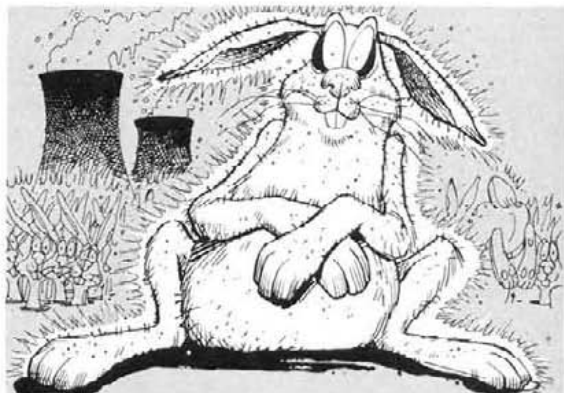
The nest of the Oily Tern is built entirely of goo and sludge, shielding his family from the elements.



He enjoys flying alongside of tankers. To sailors of these ships, Oily Terns are considered to be omens of good luck.

THE GLOWING HARE

(*Plutonium Reactus*)



Living as he does in the shadow of nuclear reactors, this creature has acquired a permanent radioactive glow. He is also completely bald, having lost his hair from radiation fallout many generations ago. Despite his lack of fur, he survives the harsh winters by virtue of the heat from his glow, which registers over 120° fahrenheit. Being radioactive, wolves and other predators will never go near him out of fear of being contaminated. As a result, we are in danger of being over-run by trillions of Glowing Hares.



Because they have no natural enemies, almost all Glowing Hares live to a ripe old age.



Although the animal has poor eyesight, his brilliant glow helps him to forage at night.

THE INTERSTATE BEAVER

(Automobilus Scroungus)



When the last trees and forests were finally destroyed, it was feared that beavers would become extinct. However, now we have the Interstate Beaver, who constructs his dams from parts of automobiles abandoned on roadsides. Equipped with teeth that chew through vinyl and metal, he can strip a car clean in less than a week. He is a determined, industrious little creature who, when no abandoned cars are available, will brazenly enter parking lots and drive-ins, sometimes dismantling the cars while their drivers are still in them.



The Interstate Beaver makes use of his powerful flat tail to pry off hubcaps and grilles.



He fills crevices in his dams with sparkplugs, air hoses and door handles.

THE BACKTRACK SCREWMOLE

(Concretus Tunnelus)



One of nature's most proficient tunnelers, the Backtracking Screwworm lives inside expanses of concrete now covering three-quarters of the United States. He crawls backwards, using his threaded, screw-like tail, with which he bores perfectly round passageways. An adult Screwworm can weaken a 3-foot block of concrete in two weeks. Although he has no natural enemies, he lives in constant fear of cave-ins.



Should tail of Screwworm become too worn for tunneling, he molts it and grows a new, sharp one.



When the tunnel of the male Screwworm encroaches on that of a female, it signals the start of the mating season.

THE SMOGHAWK

(Pollutus Destructivus)

Although polluted air has killed off most species of land birds, the Smoghawk has adapted well to it. Not only can he inhale smog without fear while soaring through it for hours, his keen X-ray vision allows him to see through it.



Each day, concealed in the thick, dirty air, he hovers patiently overhead, searching for prey. Suddenly spotting a fieldmouse or other rodent, he fills his lungs with smog—then swoops down and paralyzes his victim with one breath.



The Smoghawk often builds his nest on the smokestacks of large industrial plants.



If captured and placed in a non-polluted area, the Smoghawk will choke to death.

OUT TO LAUNCH DEPT.

MISSILE ALERT



ARTIST & WRITER: SERGIO ARAGONES

ISN'T IT SU

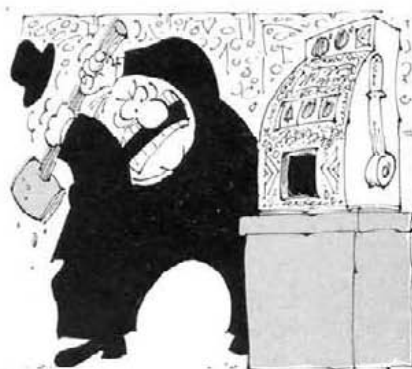
ARTIST: PAUL COKER



... that doctors are allowed to park their cars anywhere they like so that they can make emergency house calls



... even though there isn't a doctor alive who makes emergency house calls.



...that the clergymen who piously denounce gambling because they feel it's evil to receive money that's "tainted"



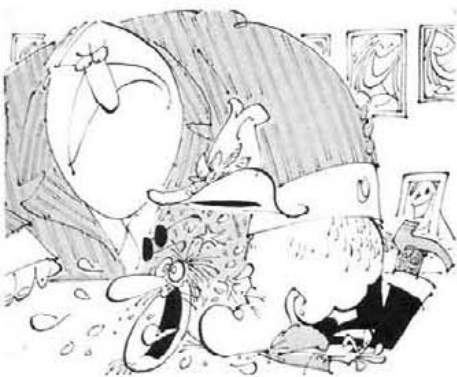
... that the people who scream the loudest about crime in the streets



... will then encourage it by happily buying color television sets and other goodies that they know are "hot."



... that your electric company will seriously ask you to conserve energy



... that film directors constantly complain that they don't have enough "creative control" over their films



... yet when they are given creative control, they turn out turkeys like "Heaven's Gate," "1941," "Cruising," "The Shining" and "At Long Last Love."



... that your guidance counselor will advise you to stay in school because graduates earn far more money and get much better jobs than non-graduates

SPICIOUS...

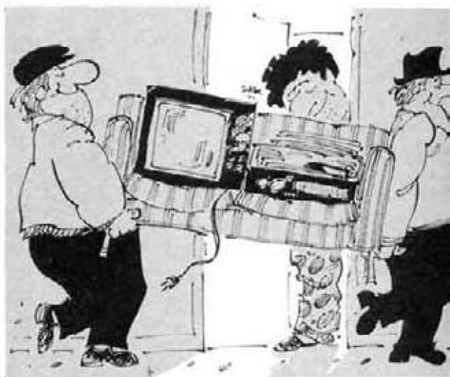
WRITER: BARRY LIEGMANN



... will eagerly sanctify it when the proceeds go to a church or synagogue.



... that your nosey landlord always questions you for hours when you want to bring a guest into your apartment



... but never bothers to question the three strange men who are moving out your furniture at two in the morning.



... and then, a month later, justify a request for a rate increase because you're not using enough electricity.



... that celebrities are always up in arms about the type of malicious gossip that's printed in many fan mags



... yet they think nothing of writing gossipy "memoirs" that are even more malicious and spiteful than the mags.



... even though he makes less money than an A & P stock boy, gets laid off every time there's a budget cut ... and he's a COLLEGE GRADUATE!



... that parents who are so concerned about starving children in other countries when they're trying to get their own kids to finish eating their supper



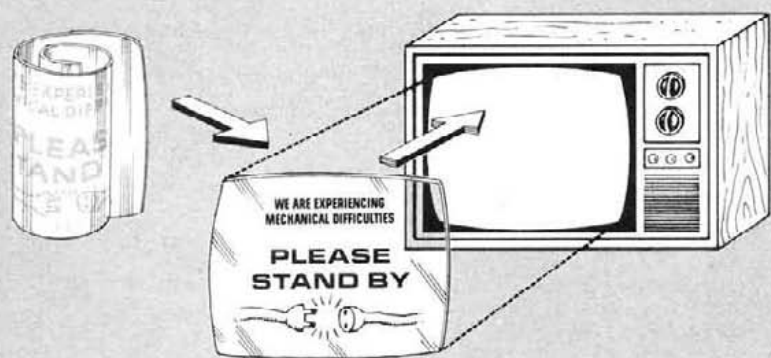
... aren't quite so concerned when asked for a donation to some charity for starving children in other countries. 27

PRANKS-GIVING DEPT.

Remember those old "Practical Joke Catalogs"? They were filled with such hilarious gimmicks as rubber chickens, hot gum, dribble glasses and whoopie cushions...and people bought these ridiculous items to play practical jokes on each other. Well,

MAD'S UPDATED PRAC

THE "DEAD TV SCREEN" PLOY



Phony Opaque Plastic Screen with a "Please Stand By" message printed on it comes in all popular sizes and unrolls to fit perfectly over any TV screen.



Carrying Phony Screen rolled up in your pants leg, drop in on a neighbor who is an avid sports fan when you know a big game is on and ask to borrow something.

THE "EMBARRASSING \$20 BILL" JOKE



Fake \$20 Bill (with waterproof adhesive backing) can be attached easily to any toilet bowl by first draining water and then pressing firmly in place.



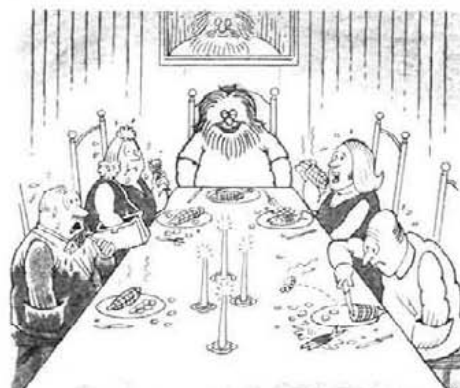
Dinner guest goes to bathroom, sees a \$20 bill in toilet bowl and eagerly tries to remove it from bluish water.



After failing to remove the bill, he goes to wash blue dye off his hand and discovers that there's no soap.



Finally, realizing there is no way to get the blue dye off, guest decides to keep his hand in his pocket all night.



Later, at dinner, Practical Joker Host will get a big kick out of watching all his guests eat their food with one hand.

today's Practical Joker is faced with a big problem. Mainly, everyone is wise to those dull old "tricks." What we need now is some dull new "tricks." So we assigned our "Dull New Trick Writer-Artist, Al Jaffee, to design some inventive items for:

TICAL JOKE CATALOG

ARTIST & WRITER: AL JAFFEE

IDEA BY: DIANE RICCOBENE



When neighbor leaves, quickly slap Phony Plastic Screen on TV, turn down sound, and leave when he comes back with the item you're borrowing.



Avid sports fan will return to TV and watch phony message with ever increasing anxiety as time passes and nothing seems to be changing.

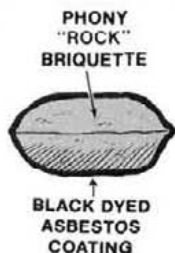


Then, when he starts switching channels and discovers they're all on the blink, he'll probably kill himself or do something else that's real funny.

THE "UNLIGHTABLE BARBEQUE BRIQUETTES" GAG



Asbestos-Covered Barbeque Briquettes can be used to test the patience and emotional stability of any would-be backyard chef with amusement.



Bored barbeque guests sit around, miserable and hungry, as their desperate chef-host attempts to light briquettes to start cooking.

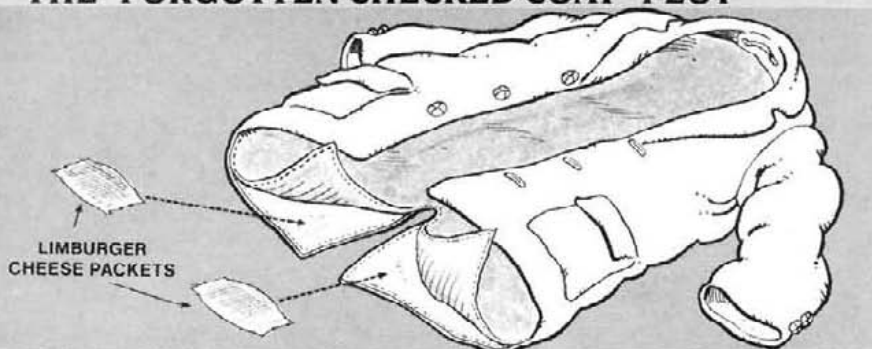


Great fun can be had by watching as chef-host resorts to using crushed newspapers, kindling wood and anything else around that can be used to get the %\$#@+&! fire started.



For extra fun, time with a stopwatch to see how long it takes for frustrated chef-host to finally sacrifice his pride and wallet, and take entire party to a restaurant.

THE "FORGOTTEN CHECKED COAT" PLOY

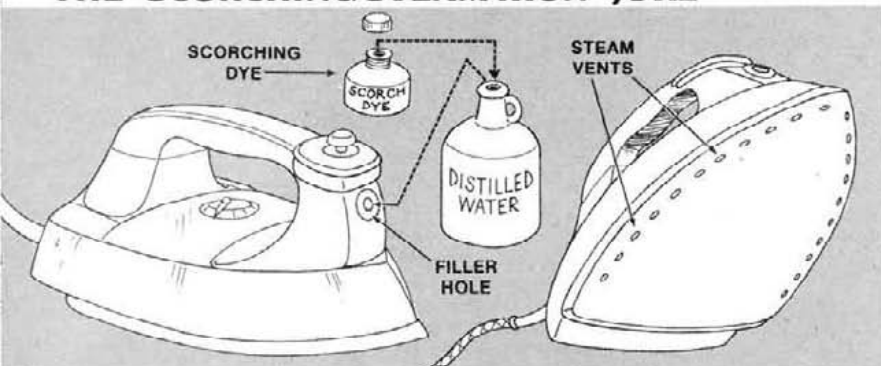


Old Coat with Limburger Cheese wrapped in gauze and sewn into lining can be used to play hilarious practical joke on an unsuspecting check room attendant.



This joke works best in a restaurant where the service is lousy, and the people are nasty. Merely check the coat, and then, somehow, manage to leave the place without it unnoticed.

THE "SCORCHING STEAM IRON" JOKE



As everyone knows, steam irons are supposed to be filled with distilled water.



The joke here is to fill the bottle of distilled water in the laundry room with special "Scorching Dye"

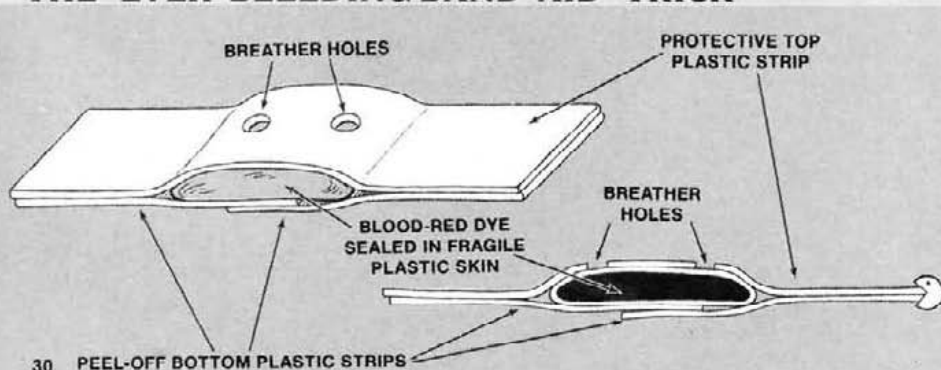


When a laundress uses the iron to press any clothes, the "Scorching Dye" is released as steam, and the results are truly horrifying.



Huge scorch mark is produced on the garment being ironed. Of course, it's only a joke, because the dye washes out with water and the laundress will share in the fun after she recovers from her heart attack.

THE "EVER-BLEEDING BAND-AID" TRICK

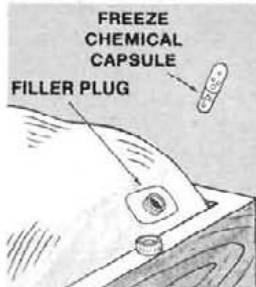


This practical joke works best on a victim with a minor wound.

THE "FROZEN WATERBED" GAG



In a couple of weeks, the Limburger Cheese will begin to rot through the gauze wrappings, filling the Check Room and the entire restaurant with an unbearable disgusting yechy odor.



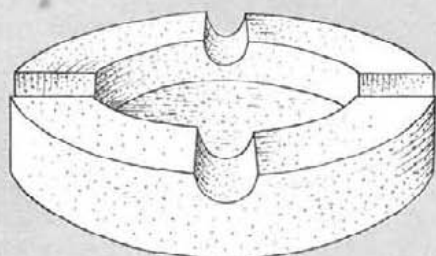
Specially made "Quickly Dissolving Capsule" fits neatly into "fill plug" of any waterbed.



Unplug waterbed, insert and shut. Releases a special "freeze chemical"—the same found in athlete's ice-packs. Fun begins when occupants of waterbed awake to find they've been sleeping on 1500 pound iceberg.

THE "FIREWORKS ASH TRAY" EFFECT

ASHTRAY MOLDED OF TEMPERATURE SENSITIVE EXPLOSIVE PARTICLES



Ordinary-looking Ash Tray consists of specially-treated temperature-sensitive explosive particles pressed into the shape of an ash tray.



As smoker places cigarette into ash tray, miniscule explosive particles cling to it.



When smoker takes cigarette back from ash tray, nothing apparently is wrong with it.



But as smoker drags on cigarette, increased temperature is now enough to ignite highly-explosive particles, creating lots of laughs and good fun..



Victim tightens and squeezes trick band-aid around finger.

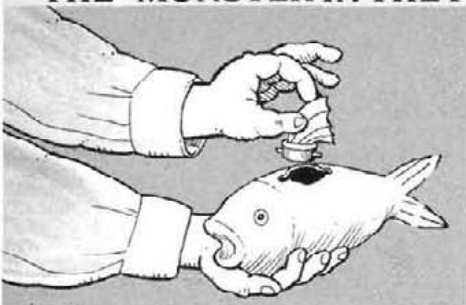


Squeezing bursts fragile bubble, and dye begins to run like blood.

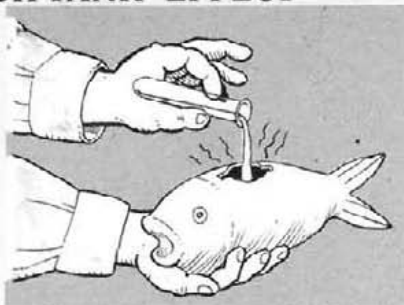


Fun is in seeing victim use one phony strip after another while screaming "Help. I'm bleeding to death!"

THE "MONSTER IN THE FISH TANK" EFFECT



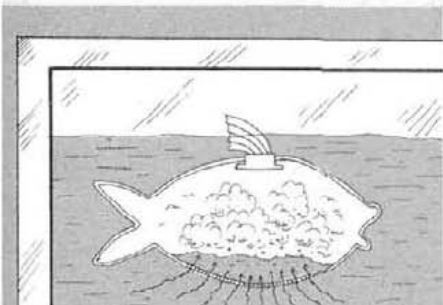
Trick Fish made of thin, opaque, toy-balloon-type material with a neatly-concealed fill hole under its dorsal fin is used in this practical joke.



With the fin removed, the Fish is filled with a special chemical that is affected in a rather curious and marvelous way by mixing with water.



When visiting any place with a fish tank, this trick is always good for some hilarious fun. Jokerster simply sneaks Fake Fish into the aquarium.

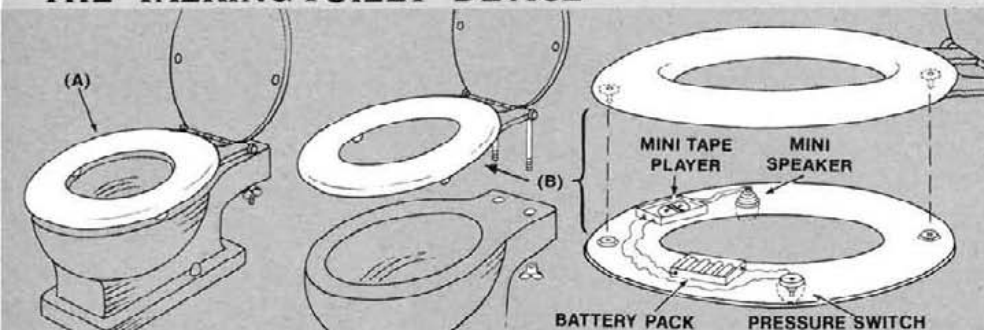


Once in the water, tiny capillaries in Fish's belly suck water inside where it combines with chemical to produce a "Slowly Expanding Gas".



After a while, the Trick Fish gets so huge that water starts sloshing out of the fish tank...along with the other rare fish. Astonishment on everyone's face soon follows, to the great amusement of the practical joke's perpetrator. (Note: This hilarious trick is equally effective in swimming pools and lakes.)

THE "TALKING TOILET" DEVICE



Ordinary toilet seat (A) is removed and replaced with "Talking Toilet Seat" (B).

Heart of this practical joke is toilet seat with built-in tape player and speaker (shown above). When user sits down, pressure switch activates tape player, and the fun begins.



Unsuspecting Victim enters bathroom to use the toilet.



Victim's weight on toilet seat turns tape player on.



Victim is shocked to hear muffled voice from toilet.



joke-player can record any funny message or sound like the list shown at the right.

- A— "PH0000ZZZZ!"
- B— "Help... I'm drowning!!"
- C— "Charlie, are you *sure* this is the way out of the 42nd Street sewer?"
- D— "Hey, why did it suddenly get so dark in here?"
- E— "Attention, all cars!! Emergency! Emergency!! A disgusting, slimy, thirty-foot Python is loose in the streets, and was last seen entering a city sewer!!"
- F— "Pardon me, lady, but have you seen Jacques Cousteau up there...?"

GONE FISSION DEPT.

I'm Harry Reasonable!

I'm Merely Safecall!

I'm Mike Malice!

And I'm Ed Badly! Tonight...

SIX MINUTES

LOOKS AT... **NUCLEAR POWER**

WHICH IS 5 MINUTES AND 59 SECONDS LONGER THAN YOU CAN SAFELY BE EXPOSED TO RADIATION!

ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE

Behind me, you see another nuclear power plant under construction! We are here, talking with Senator J. Madhatter, of the Senate Committee on Power! Senator... with all the budget-cutting going on, how can you justify spending millions of taxpayer dollars on this project? I understand that the **COST OVER-RUNS** have already passed 500%!

Mike... cost over-runs on Government sponsored projects are as American as Mom, apple pie and baseball strikes! Besides, this plant is **ESSENTIAL** for the **FUTURE**.

You mean the future of our **COUNTRY**??

No, I mean **MY** future!! Cause if I don't do somethin' about gettin' jobs for my constituents, those turkeys ain't gonna re-elect me!

But... aren't you worried about the possibility of radiation poisoning of the people of this area?

What's to worry? It takes **15 years** for the effects of radiation to develop! By that time, I'll be retired and livin' on mah farm!

Oh? Is your farm **NEAR** HERE...??

No way! It's located in a State that hasn't got any nuclear plants!!



Senator, why doesn't the government finance more research into **Solar Energy**? It's clean and cheap! There's an **endless supply**! And it's **not dangerous**!!

Not dangerous. eh...? Honey Belle, show the gentleman your **sunburn**!

Oooh! It really **smarts**, Mike!

Uh... hold it, Miss! This isn't that kind of **magazine**!!

Ah tell yuh, Mike. **Solar Energy** is against our **American Free Enterprise System**! Ah mean, **nobody** can own the sun! Not the **oil companies**! Not the **power companies**! Not even the **Rockefellers**! People would be **hardly payin'** ANYTHIN' to heat their houses!

Now where's the **profit** in that?

By God. Ah think **Solar Energy** is some kind of **COMMIE PLOT**!

But, Senator...! **Nuclear plants** can be **dangerous**!! After a nuclear mishap in a plant in **Michigan**, one of the **engineers** stated—and I quote: "**We almost lost Detroit**!!" Would you care to **comment** on that?

Wal... Ah tell yuh, it **wouldn't** be any **great loss**, Mike! Look at the **CARS** they turn out!

Ah've had nuthin' but **trouble** with **THIS LEMON**!! Next time, Ah'm gonna buy me one of them **JAPANESE jobs**! Sayonara, y'all!

We're here at the **Nuclear Regulatory Commission**, and with me is one of the **Administrators**, **Mr. John Tweedledee**! Mr. Tweedledee, what did you learn from the **Three Mile Island** disaster?

Never to buy stock in a **Nuclear Power Company**! Man, those suckers can really get **WIPED OUT**!!

The **NCR** is in charge of "**Licensing**" and "**On-Site Inspecting**," isn't that right, **Mr. Tweedledee**?

Actually, we **don't do much inspecting**! We leave that to the **Companies**! Then, we check their reports!

How do you know they're supplying you with **accurate data**??

Would a **Nuclear Power Company Official** **LIE**??

Could you explain "**The China Syndrome**" to all our **MAD** readers?

Sure!! **Jane Fonda** played a **reporter**—and **Jack Lemmon** was a...

Not the MOVIE!! I mean the **real thing**!!

Oh, that! Well, according to a **dumb theory**, if there's a "**melt-down**," the core would continue to **burn down** through the **Earth** until it reached **China**!

But that can't happen! As soon as the **molten core** reached the **water table**—**WHAM!** We'd have a **radio-active steam explosion** that'd make **Hiroshima** look like a **fire-cracker**! **Chinese people** wouldn't be **harmd**... unless they lived near the **plant**!!



What is the **worst** possible thing that could happen? A "melt-down"? An explosion? Escape of radioactive gas? What does the NRC fear the most...?

What we fear the **MOST** is the public finding out how expensive and dangerous these "Nukes" really are!



I'm with Mr. Jack Tweedledum of the Environmental Protection Agency! Mr. Tweedledum... what is the government doing about the serious problem of waste disposal?

Mr. Reasonable, we in government eliminate our waste just like **everybody** else! We flush it, bag it, throw it out of our car windows... and if it's incriminating, we **SHRED** it!



I meant "**NUCLEAR**" waste!! According to critics, there is **NO WAY** of disposing of nuclear waste materials!!

That's a lie, spread by those off-the-wall environmentalists! See all those file cabinets? They're filled with different methods we've used to get rid of nuclear waste!



One of the first methods we tried was putting the stuff into **large ditches** in the ground with thick cement walls!

Did it work?

Not quite! We forgot to put in the **cement bottoms**!!



I know this is supposed to be a humor magazine, but that's too ridiculous even for **OUR** readers!

Want to hear something even **MORE** ridiculous? It actually happened...



This was another great scheme! We recycled the radioactive waste and sold it for use as a **ground-fill** in construction projects!

But wasn't that **dangerous** for the occupants of the buildings??

Only if you consider getting the equivalent of **500 chest X-rays** a year dangerous!!



We've gotten rid of **lots** of nuclear waste by putting it in **steel drums** and dropping them into the ocean!

If the drums leaked, wouldn't that cause **environmental damage**???

You bet! You know anybody who wants to buy some **four foot mutant spider crabs**??!



My favorite solution to the problem was to **rocket** the crap into **outer space**! But some bleeding hearts were afraid the rocket might **explode**, and we'd have **perpetual atomic fall-out**!



It seems like you've tried **everything** but putting nuclear waste into **GLAD BAGS**!

I must make a note of that! **Who knows!** It might work!!



We're here at the Looking Glass Nuclear Power Plant! With me is its Director, Mr. Cheshire Katz, who will take us through the Looking Glass! Mr. Katz... is it true that the life expectancy of a nuclear plant is thirty years?

Yes, but that isn't bad... comparatively speaking! Compared to what...?

The life expectancy of the poor slob who WORK in nuclear plants!

What happens to a Nuke when it's too "hot" to use anymore?

We pour cement over everything!

Creating a billion dollar concrete tomb that will be a blight on the landscape forever is not MY idea of a perfect solution!

No, but it's not a bad deal if you own a cement company!



This office is the key to the Nuclear Power Industry! Without the work of these dedicated guys, we'd be out of business!

You mean the engineers and scientists who are working to prevent future accidents...?

No, the Advertising men and P.R. experts who are working to convince the public it needs Nuclear Energy, no matter WHAT the risk!



I think we've got something on that strontium that's been showing up in the local milk supply, Mr. Katz!

How about THIS ad to counteract the public's concern over fall-out?

Hey, you guys sold "Squeezable Toilet Paper" to the public! You ought to be able to sell them "Love-able Radiation"!



Do you have any contingency plan in case there's a nuclear accident?

As soon as there's a mishap, the computers go right into action!

To calculate what safety measures should be taken?

No, to calculate how much the accident is going to cost us... so we can pass it on to our customers!



Do you have any evacuation plans?

You better believe it! At the first sign of trouble, I hop right into this chopper, and Man... I SPLIT!!

But what about all the PEOPLE that live around here?

Oh, we make one of those announcements assuring them that there's no danger!

Thank you, Mr. Cheshire Katz, of Looking Glass Power! This has been another "Six Minutes" with Harry Reasonable, Mike Malice, Merely Safecall, and me, Ed Badly! Now back to MAD ...and some sanity!!



YESTERDAY IN DOWNTOWN FREENSVILLE



ERR APPARENT DEPT.

Recently, we asked one of our idiot artists to do a drawing of a Video Games Center. Unfortunately, he didn't do a very

HOW MANY MISTAKES CAN



good job. In fact, he made a lot of mistakes...20 in all!
Now it's up to you to find them. Which is why we're asking:

YOU FIND IN THIS PICTURE?



ANSWERS

1. The teenager isn't playing a game because his parents forbade him to spend any more money in here.
2. The guy who has to go to the bathroom is actually leaving the game to go to the bathroom.
3. There is an "Out Of Order" sign on a game that's out of order.
4. The owner of the Video Game Center is reporting all of his cash income.
5. The Game Center Manager is actually exercising his right not to admit undesirables.
6. The guy calling home is not telling his parents that he's "studying in the library."
7. The guy who ran out of money is not bumming from his friends.
8. The Mafia does not own any of these Video Game Machines.
9. The guy is not being humiliated by his friends for his low game score.
10. The guy who lost his quarter in a game is lodging a formal complaint instead of destroying the machine.
11. The person who didn't receive his change from the vending machine is getting reimbursed.
12. The player had a good time playing "Pong," even though he lost.
13. The guy with the empty candy wrapper is looking for a trash can to throw it into.
14. The change-making machine is not out of change.
15. There are girls in here.
16. The "Instructions For Playing The Game" is clear and comprehensible.
17. The guy is more interested in his date than he is in the video game.
18. The student is not cutting classes to play the games.
19. The man in the suit and tie is not a Truant Officer.
20. This guy has decided to stop playing the games because he wants to save his last dollar to buy MAD.

ARTIST: MORT DRUCKER
WRITER: CHRIS HART



CLAWS AND EFFECT DEPT.

FOR ALL YOU SOFT-HEARTED CLOUDS WHO LOVE LIVE LOBSTERS... BUT CANNOT

A MAD LOOK AT OTHER USES FOR



DIAPER RINSER



**HIGH SHELF
EXTENSION PRONGS**



EARPHONES HOLDER



TURN INDICATOR

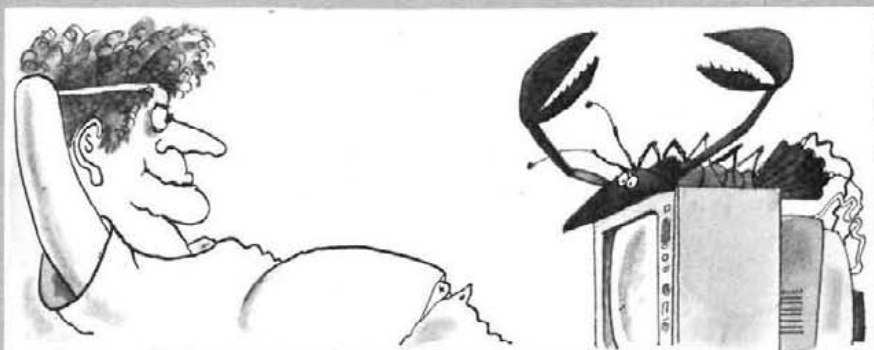


COAT & HAT RACK

BRING YOURSELVES TO THROW THEM INTO BOILING WATER, WE BRING YOU...

R LIVE LOBSTERS

ARTIST & WRITER: PAUL PETER PORGES



INDOOR DIRECTIONAL TV ANTENNA



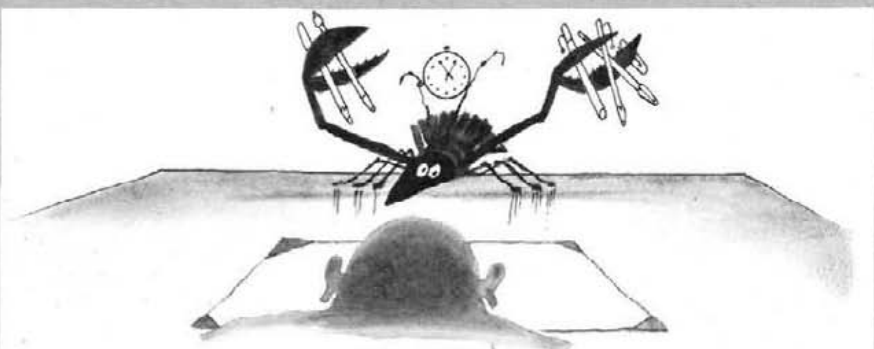
CIGAR CUTTER



BIRD FEEDER



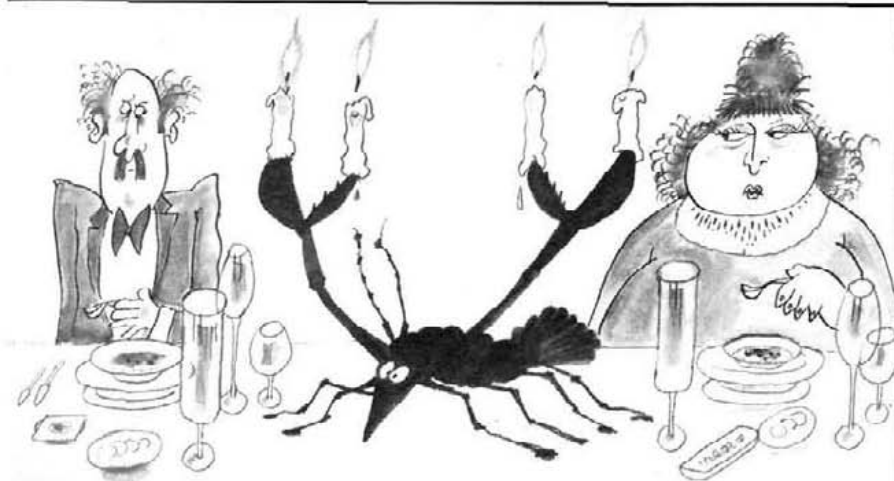
PAPER TOWEL RACK



DESK SET



CORN HOLDER



FESTIVE CANDELABRA



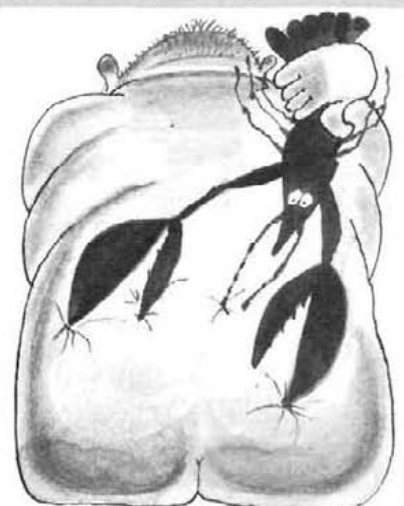
TOOTHBRUSH HOLDER



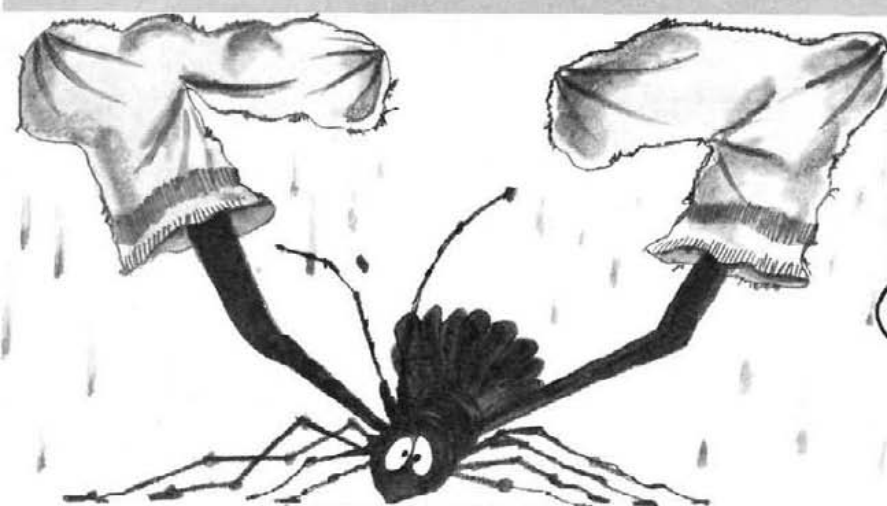
**ELECTRICIAN'S
WIRESTRIPPER**



MUSIC STAND



BACK SCRATCHER



WOOL SOCKS DRYER



PIZZA PIE SLICER

CRASHING BORE DEPT.

There's a popular new show on television about a Stunt Man who doubles as a Bounty Hunter. The Producers probably figured out that by combining the two occupations, they could get their star into twice as many fights as usual... both on and off the set. Which is why we call our version of this idiocy...

THE BRAWL GUY

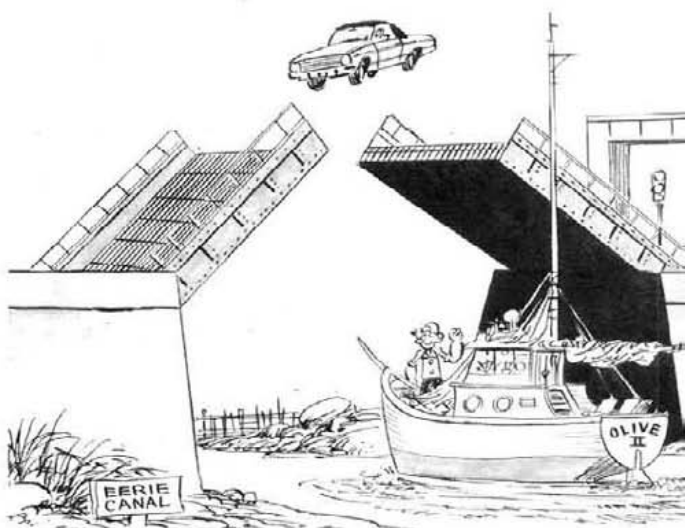
ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

**THIS IS THE STORY OF ONE OF AMERICA'S GREAT UNSUNG HEROES... THE STUNT MAN...
HE CRASHES THROUGH BARRICADES... LEAPS ACROSS WIDE OPEN SPACES...**



**ZOOMS THROUGH CROWDED INTERSECTIONS
AT 100 MILES AN HOUR! AND WHY...??**



Well, we made it to the studio on time again! For a while there, I thought we were going to be late for work!

Good morning, Cult! We've got a really tough "car chase" scene for you to film this morning!

Great! But I gotta have my coffee first! I can't do any REAL driving until I wake up!



Good...! Now crash through the fence and drive right on to the roller coaster track!

Great, Cult! Now, speed up that first rise, and hurtle down that nauseating huge first dip!

Fantastic! Now, jump the car off the roller coaster track, and crash it headlong into the Merry-Go-Round!

Terrific, Cult! Now, do it exactly that way when we film it!

VR0000MM

Y'know, every week I perform these really weird stunts—and we NEVER mention what movies they're going into!

This stuff doesn't go into any MOVIES, Cult! We're filming "OUT-TAKES"!



Cult, I've got a real easy job for you!

Aw, c'mon, Jock...! Don't start with that "real easy" stuff! You ALWAYS say it's going to be REAL EASY...! And then we find ourselves having to go to Hawaii, or up in the mountains, or some God-forsaken place!

This one IS easy! You only have to go crosstown!

Crosstown?! Are you nuts?! Do you know what crosstown traffic is like?! Don't you have anything in Hawaii or up in the mountains, or in some God-forsaken place?!



What are you complaining about! I'm paying \$500 a day, plus expenses!

You think I'm impressed with \$500 a day?! I'm a famous Stunt Man! I make \$5000 a day!

Yeah? How often do you work?

Well, I worked two half-days in 1981!!



Now, here's the story... Vito Babboon is a clothing manufacturer who's out on \$100,000 bail, and—

—you're worried that he might give you the "slip"! Uh... clothing manufacturer...? The "slip"...? I guess I'll never lose my sense of humor!

That's true! You can't lose something you never had!

I think you just gave me the "needle"!



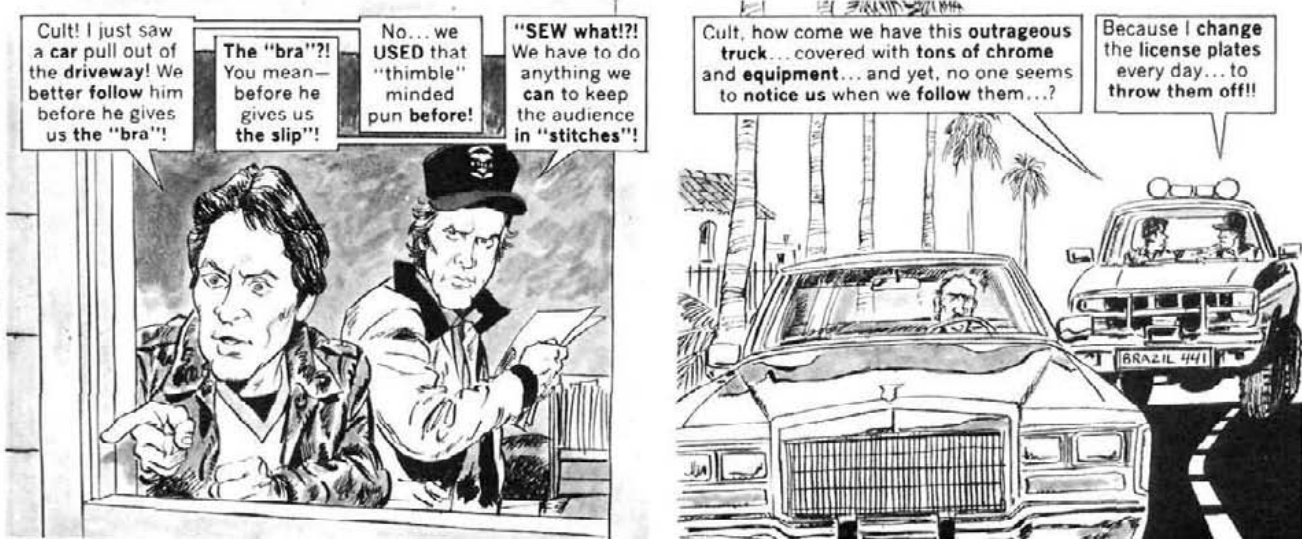
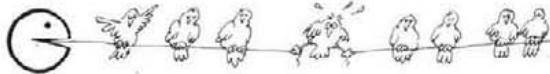
The D.A. says this clothing manufacturer sold over five million dollars worth of "Designer Originals" which turned out to be fakes! His trial comes up next Monday...and I'm hiring you two to keep an eye on him!

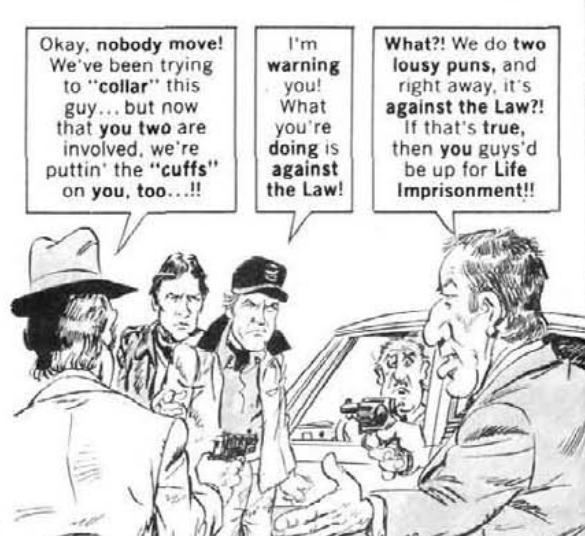
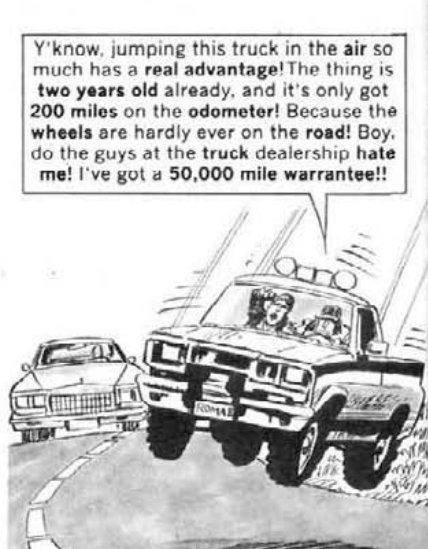
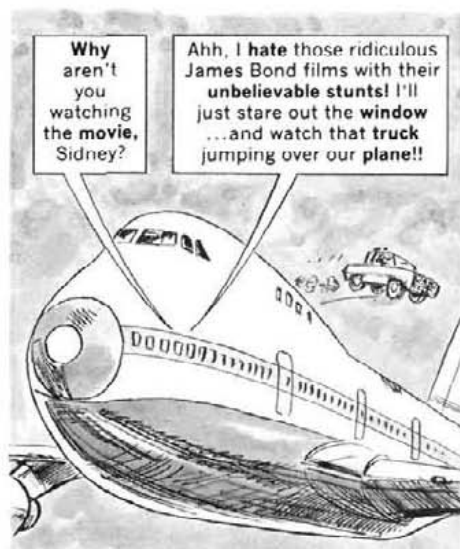
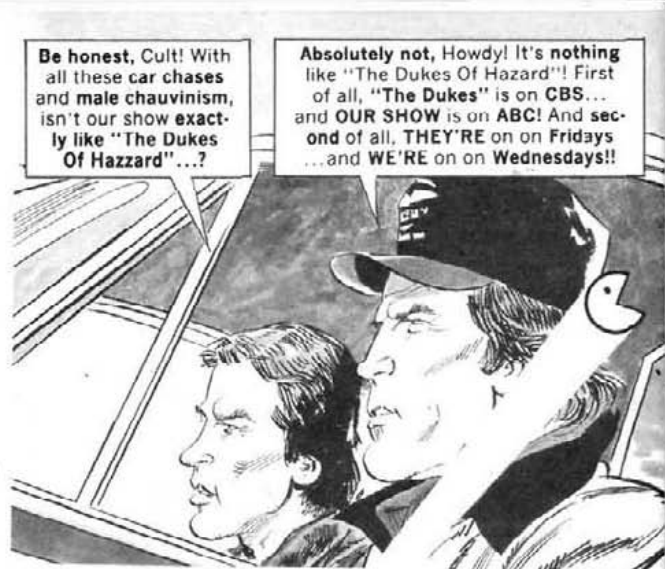
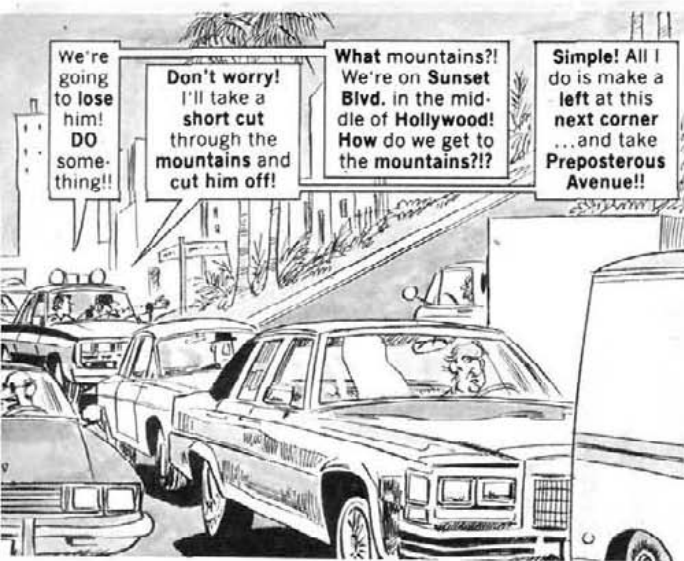
And that's the "thread" of the plot this week? It sounds "tailor-made"!

It's the same "pattern" that we follow every week!

And every week, our story "comes apart at the seams"! Oh, my God! Now, I'm doing it!!











Oh, hi, Cult! What are YOU doing here?!

Shopping for thugs! What are YOU doing in a supermarket in a skimpy Bikini?!

The same thing I do EVERY week on the show... just showing some "Cheesecake"!

Cheesecake?!

You'll find that over in Frozen Foods! Aisle seven!

Hey, Cult! Wasn't that supermarket check out clerk Ricardo Montalban?

That was him!

How come we get such BIG NAMES to do such BIT PARTS?

Well... actually, we sign them on to do the entire show! But once they see how BAD it is, they usually leave after a few minutes!



Don't tell me it's another chase scene!

Yeah! We have to do \$50,000 worth of property damage per episode, and we're a little behind! I'll just drive the truck through this China shop! THAT should do it!

Boss! The pane! The window pane!



What luck! We went through that store and came out just in time to see the thugs going into that house...!!

Not only do we jump over planes, we also jump over gaps in the plot!



Okay... how do you want to break in? Drive the truck up the stoop? Smash in the—

Look, Cult! The thugs are coming out with their hands up... and they've got Vito!!

This is our Mother's house! We live here! Don't wreck it! Please! We give up!



Well, we did what we were supposed to do! We got the guy Jock hired us to get, we did 15 unbelievable stunts and we topped our quota of \$50,000 in property damage!

For a reward, ABC got us a double date for tonight! Say hello to Hildy... and Buffy...!

Hi, Hildy and Buffy! Are you girls ready for a real hot time? Cult and I are—

Hey, Cult! These aren't REAL GIRLS! They're the two guys from "BUSOM BUDDIES"!



That's the way it goes, Howdy! Sooner or later, ABC gets EVERY ONE of its nighttime stars to guest spot on our show!

Cult, I know we're STUNT MEN... but how do we handle THIS situation?

Easy!! We just don't do any of the SLOW dances!!

**A "SNAPPY
ANSWERS
TO STUPID
QUESTIONS"
FAIRY TALE
FOLD-IN**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

In this "Frog and the Princess" scene, the Frog seems to have all the snappy answers. But after you fold in the page as shown at the right, the Princess winds up with the snappiest comeback!



FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

B)

FOLD BACK SO "A" MEETS "B"

ARE YOU MY
LONG LOST
PRINCE?

NO, I'M YOUR
ORDINARY, EVERYDAY
TALKING FROG!

DID A WITCH
CAST YOU
INTO THIS PERFECTLY
HORRIBLE ROLE?

NO, I ALWAYS
DRESS IN FUNKY
GREEN TIGHTS
TO SHOW OFF MY SHAPE.

SHALL I KISS
YOUR LIPS AND
FREE YOU FROM
YOUR TORMENT?

NO, I LIKE
SUFFERING
THE ICY GLAZE
OF BRUTAL WINTER
IN THIS FILTHY
POND!!

... ALL RIGHT,
THEN...



A)

B)

Jaffee

